

CLAIMS

[1] A privacy protection method for preventing an invasion of privacy performed by reading an proper 5 identifier and on the basis of said proper identifier, including:

an identifier guard step of bringing an proper identifier of a radio identifier transmitter affixed to an article purchased and thereby possessed by a personal user 10 into an identifier guard state not readable by a stranger according to the intention of said personal user;

an identifier generation step of generating an identifier for disturbing a privacy invader with a privacy protection identifier transmitter possessed by said 15 personal user;

a transmission step of transmitting said identifier generated through said identifier generation step from said privacy protection identifier transmitter when receiving an identifier transmission request; and

20 a reading step of rendering the identifier of said radio identifier transmitter in the identifier guard state readable according to the intension of the personal user, wherein

said identifier generation step includes a variable 25 type identifier generation step capable of generating an

identifier different from a precedently transmitted identifier.

[2] A privacy protection method for preventing an  
5 invasion of privacy performed by reading an proper  
identifier of a radio identifier transmitter affixed to an  
article purchased and thereby possessed by a personal user  
and on the basis of said proper identifier, including:

10 an identifier generation step of generating an  
identifier for disturbing a privacy invader with a privacy  
protection identifier transmitter possessed by said  
personal user; and

15 a transmission step of transmitting said identifier  
generated through said identifier generation step from  
said privacy protection identifier transmitter when  
receiving an identifier transmission request, wherein

20 said identifier generation step includes an adjusted  
identifier generation step for generating an adjusted  
identifier so adjusted that an identifier transmitted from  
said personal user possessing said privacy protection  
identifier transmitter is identical to an identifier  
transmitted from a stranger in response to the identifier  
transmission request,

25 for causing such a different person identical  
identifier transmission phenomenon that identical

identifiers are transmitted even in case of transmission from different persons.

[3] A privacy protection method for preventing an invasion of privacy performed by reading an proper identifier and on the basis of said proper identifier, including:

a provision step of providing privacy protection identifier transmitters to a plurality of personal users, wherein

said privacy protection identifier transmitters include:

identifier generation means generating an identifier for disturbing a privacy invader; and

transmission means transmitting said identifier generated by said identifier generation means when receiving an identifier transmission request,

said identifier generation means includes variable type identifier generation means capable of generating an identifier different from a precedently transmitted identifier,

said variable type identifier generation means is capable of generating a common identifier according with an identifier transmitted from said privacy protection identifier transmitter possessed by a person different

from persons possessing said privacy protection identifier  
transmitters generating and transmitting identifiers with  
said variable type identifier generation means,

5        said plurality of privacy protection identifier  
transmitters are classified into a plurality of groups  
formed by privacy protection identifier transmitters  
transmitting said common identifier in a higher frequency  
as compared with an identifier of a stranger and having  
said common identifier varying with groups, and

10      said provision step specifies an area every said  
group and provides said privacy protection identifier  
transmitters belonging to said group to the personal users.

15      [4] A privacy protection method for preventing an  
invasion of privacy performed by reading an proper  
identifier and on the basis of said proper identifier,  
including:

20      a provision step of providing a privacy protection  
identifier transmitter to a plurality of personal users,  
wherein

          said privacy protection identifier transmitter  
includes:

          identifier generation means generating an identifier  
for disturbing a privacy invader, and

25      transmission means transmitting said identifier

generated by said identifier generation means when receiving an identifier transmission request,

5       said identifier generation means includes variable type identifier generation means capable of generating an identifier different from a precedently transmitted identifier, and

10      said variable type identifier generation means is capable of generating a common identifier according with an identifier transmitted from a privacy protection identifier transmitter possessed by a person different from a person possessing the privacy protection identifier transmitter generating the identifier with said variable type identifier generation means,

15      for simultaneously transmitting a previously set prescribed number of identifiers from a privacy protection transmitter provided to a certain personal user through said provision step, and

20      simultaneously transmitting a plurality of identifiers of a number larger than said prescribed number from a privacy protection identifier transmitter provided to another personal user different from said certain personal user through said provision step and generating another identifier, excluding said prescribed number of identifiers, included in said plurality of identifiers as  
25     said common identifier.

[5] A device for transmitting an identifier for privacy protection for preventing an invasion of privacy performed by reading an proper identifier and on the basis 5 of said proper identifier, including:

variable type identifier generation means, which is means disturbing a privacy invader and generating an identifier for privacy protection, capable of generating an identifier different from a precedently transmitted 10 identifier; and

transmission means transmitting an identifier generated by said variable type identifier generation means when receiving an identifier transmission request.

[6] The device for transmitting an identifier for privacy protection according to claim 5, wherein  
said variable type identifier generation means generates said identifier in the range of identifiers transmitted by the respective ones of radio identifier transmitters affixed to the respective ones of already 20 sold articles.

[7] The device for transmitting an identifier for privacy protection according to claim 5 or 6, wherein  
said transmission means transmits the same identifier 25

as a precedently transmitted identifier when receiving an identifier transmission request again within a prescribed time from precedent identifier transmission.

5 [8] The device for transmitting an identifier for privacy protection according to any of claims 5 to 7, wherein

said variable type identifier generation means is capable of generating an identifier so adjusted that an 10 identifier transmitted from a person possessing the privacy protection identifier transmitter generating the identifier with said variable type identifier generation means accords with an identifier transmitted from a stranger, who is a person different from said person, 15 possessing a privacy protection identifier transmitter.

[9] The device for transmitting an identifier for privacy protection according to claim 8, further including communication means communicating with a privacy 20 protection identifier transmitter of a stranger, wherein said variable type identifier generation means includes identifier storage means storing an identifier, said communication means includes: transmission means communicating with said privacy 25 protection identifier transmitter of the stranger and

transmitting said identifier stored in said identifier storage means to said privacy protection identifier transmitter of the stranger,

5 receiving means receiving an identifier transmitted from said privacy protection identifier transmitter of the stranger, and

10 shared identifier storage means storing the identifier received by said receiving means in said identifier storage means and sharing the same identifier with said stranger, and

15 said variable type identifier generation means generates said identifier adjusted to accord with the identifier transmitted from the stranger by reading the shared identifier stored in said identifier storage means through said shared identifier storage means when receiving an identifier transmission request.

[10] The device for transmitting an identifier for privacy protection according to claim 9, wherein

20 said communication means, whose communicable communication limit range for transmitting/receiving and exchanging mutual identifiers is set within 20 meters, communicates with the privacy protection identifier transmitter of the stranger entering the area of said communicable communication limit range and exchanges

mutual identifiers with each other.

[11] The device for transmitting an identifier for privacy protection according to claim 9 or 10, wherein

5        said communication means has inhibition means inhibiting performance of exchange of said identifiers with the privacy protection identifier transmitter of a stranger with whom communication has been already made for transmitting/receiving and exchanging said identifiers

10      again within a prescribed period.

[12] The device for transmitting an identifier for privacy protection according to any of claims 9 to 11, wherein

15      said communication means has a telephone function and exchanges mutual identifiers with the privacy protection identifier transmitter of a stranger making communication by telephone, and

20      said variable type identifier generation means generates an identifier adjusted to accord with an identifier transmitted from said stranger by reading an exchanged identifier stored in said identifier storage means when receiving an identifier transmission request.

25      [13] The device for transmitting an identifier for

privacy protection according to any of claims 9 to 12,  
wherein

    said communication means has an electronic mail  
    function, transmits an identifier stored in said  
5    identifier storage means to the privacy protection  
    identifier transmitter of the stranger along with  
    transmission of an electronic mail, and receives an  
    identifier transmitted from the privacy protection  
    identifier transmitter of the stranger along with  
10    receiving of an electronic mail and stores the same in  
    said identifier storage means, and

    said variable type identifier generation means  
    generates an identifier adjusted to accord with the  
    identifier transmitted from said stranger by reading the  
15    identifier, transmitted from the privacy protection  
    identifier transmitter of the stranger, stored in said  
    identifier storage means when receiving an identifier  
    transmission request.

20       [14] The device for transmitting an identifier for  
    privacy protection according to any of claims 5 to 13,  
    wherein

    said transmission means is capable of simultaneously  
    transmitting a plurality of identifiers of a number larger  
25    than a prescribed number of identifiers simultaneously

transmitted from the privacy protection identifier  
transmitter of the stranger, and

5        said variable type identifier generation means  
generates an identifier, excluding said prescribed number  
of identifiers, included in said plurality of identifiers  
as said common identifier.

10      [15] The device for transmitting an identifier for  
privacy protection according to any of claims 5 to 14,  
further including:

15      identifier guard means bringing an proper identifier  
of a radio identifier transmitter affixed to an article  
purchased and thereby possessed by a personal user into an  
identifier guard state not readable by a stranger  
according to the intention of said personal user, and  
read means rendering the identifier of said radio  
identifier transmitter in the identifier guard state  
readable according to the intention of the personal user.

20      [16] The device for transmitting an identifier for  
privacy protection according to claim 15, wherein  
said identifier guard means transmits proper  
identification information for person in question  
authentication, lets said radio identifier transmitter  
25     authenticate the same and switches to an identifier

transmission stop state transmitting no identifier unless  
the person in question is confirmable, and

5        said read means brings an identifier into a  
transmittable state after transmitting said proper  
identification information and making said radio  
identifier transmitter perform the person in question  
authentication.

[17] A privacy protection method for preventing an  
10      invasion of privacy performed by reading an proper  
identifier and on the basis of said proper identifier,  
including:

15      a registration processing step of performing  
processing of registering information allowing  
specification of correspondence between a pseudonym  
created for acting as an anonymous user by giving the  
pseudonym in order to protect the privacy of a personal  
user and said personal user in a prescribed institution  
having the duty of confidentiality;

20      an electronic certificate issuing step of issuing an  
electronic certificate for said anonymous user;

an address setting step for setting the address of  
said anonymous user to an address different from that of  
the personal user corresponding to said pseudonym;

25      a user registration step of registering as said

anonymous user by registering information of said pseudonym when performing user registration to a prescribed trader;

5        a transmission step of transmitting an identifier from a privacy protection identifier transmitter possessed by said personal user when receiving an identifier transmission request; and

10      pseudonym identifier storage means storing a pseudonym identifier corresponding to said trader registering said pseudonym through said user registration step,

15      for reading said pseudonym identifier corresponding to said trader from said pseudonym identifier storage means and transmitting the same in said transmission step when transmitting said identifier to said trader registering said pseudonym.

[18] The privacy protection method according to claim 17, reading said pseudonym identifier from said pseudonym identifier storage means and transmitting the same through said transmission step when receiving an operation of the personal user for transmitting said pseudonym identifier also when it is not the case of transmitting said identifier to said trader registering said pseudonym.

[19] A privacy protection system for preventing an invasion of privacy performed by reading an proper identifier and on the basis of said proper identifier, including:

5 registration processing means performing processing of registering information allowing specification of correspondence between a pseudonym created for acting as an anonymous user by giving the pseudonym in order to protect the privacy of a personal user and said personal  
10 user in a prescribed institution having the duty of confidentiality;

user registration means for registering as said anonymous user by registering information of said pseudonym when performing user registration to a  
15 prescribed trader;

transmission means transmitting an identifier from a privacy protection identifier transmitter possessed by said personal user when receiving an identifier transmission request; and

20 pseudonym identifier storage means storing a pseudonym identifier corresponding to said trader registering said pseudonym through said user registration means, wherein

said transmission means reads said pseudonym  
25 identifier corresponding to said trader from said

pseudonym identifier storage means and transmits the same when transmitting said identifier to said trader registering said pseudonym.

5 [20] A device for transmitting an identifier for privacy protection for preventing an invasion of privacy performed by reading an proper identifier and on the basis of said proper identifier, including:

10 pseudonym identifier storage means storing, when a personal user acts as an anonymous user by giving a pseudonym to a prescribed trader, a pseudonym identifier corresponding to said trader; and

15 transmission means, which is means transmitting an identifier when receiving an identifier transmission request, reading said pseudonym identifier corresponding to said trader from said pseudonym identifier storage means and transmitting the same when transmitting said identifier to said trader.

20 [21] The device for transmitting an identifier for privacy protection according to claim 20, wherein  
said transmission means reads said pseudonym identifier from said pseudonym identifier storage means and transmits the same when receiving an operation of the  
25 personal user for transmitting said pseudonym identifier

also when it is not the case where the personal user transmits said identifier to said trader to which the pseudonym is given.

5 [22] The device for transmitting an identifier for privacy protection according to claim 20 or 21, wherein  
said prescribed trader is a store selling articles,  
said pseudonym identifier storage means stores a  
pseudonym identifier corresponding to said store  
10 registered as an anonymous user in user registration  
following issuance of a point card in said store, and  
said transmission means reads said pseudonym  
identifier from said pseudonym identifier storage means  
and transmits the same when receiving an identifier  
15 transmission request for reading, at a time of performing  
automatic settlement for paying for the price of an  
article inferred through an proper identifier transmitted  
from a radio identifier transmitter affixed to said  
article purchased in said store, said proper identifier of  
20 said radio identifier transmitter.

[23] The device for transmitting an identifier for privacy protection according to any of claims 20 to 22,  
wherein  
25 said pseudonym identifier storage means stores

different pseudonym identifiers in correspondence to a plurality of said traders respectively, and

5       said transmission means selects, in response to the one to which the pseudonym is given by the personal user among said plurality of traders, said pseudonym identifier corresponding to said trader to which the pseudonym is given from said pseudonym identifier storage means and transmits the same.

10       [24] A program for preventing an invasion of privacy performed by reading an proper identifier and on the basis of said proper identifier,

for making a computer provided on a privacy protection identifier transmitter function as:

15       variable type identifier generation means, which is means generating a privacy protection identifier for disturbing a privacy invader, capable of generating an identifier different from a precedently transmitted identifier; and

20       transmission means transmitting the identifier generated by said variable type identifier generation means when receiving an identifier transmission request.

25       [25] The program according to claim 24, wherein said variable type identifier generation means

generates said identifier in the range of identifiers transmitted from the respective ones of radio identifier transmitters affixed to already sold articles respectively.

5 [26] The program according to claim 24 or 25, wherein said transmission means transmits the same identifier as a precedently transmitted identifier when receiving an identifier transmission request again within a prescribed time from precedent identifier transmission.

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[27] The program according to any of claims 24 to 26, wherein

15 said variable type identifier generation means is capable of generating an identifier so adjusted that an identifier transmitted from a person possessing the privacy protection identifier transmitter generating an identifier with said variable type identifier generation means accords with an identifier transmitted from a stranger, who is a person different from said person,

20 possessing a privacy protection identifier transmitter.

25 [28] The program according to claim 27, wherein said variable type identifier generation means includes identifier storage means storing an identifier, for communicating with said privacy protection

identifier transmitter of the stranger and making said  
privacy protection identifier transmitter of the stranger  
transmit said identifier stored in said identifier storage  
means while receiving the identifier transmitted from said  
5 privacy protection identifier transmitter of the stranger  
and making said identifier storage means store the same  
for sharing the same identifier as said stranger, and  
said variable type identifier generation means  
generates an identifier adjusted to accord with said  
10 identifier transmitted from the stranger by reading said  
shared identifier stored in said identifier storage means  
when receiving an identifier transmission request.

[29] The program according to claim 27 or 28, making  
15 the computer function as inhibition means inhibiting re-  
performance of exchange of said identifier with a privacy  
protection identifier transmitter of a stranger with whom  
communication has been already made for  
transmitting/receiving and exchanging said identifier  
20 within a prescribed period.

[30] The program according to any of claims 27 to 29,  
exchanging mutual identifiers with a privacy protection  
identifier transmitter of a stranger making communication  
25 by telephone, wherein

5        said variable type identifier generation means  
generates an identifier adjusted to accord with an  
identifier transmitted from said stranger by reading an  
exchanged identifier stored in said identifier storage  
means when receiving an identifier transmission request.

[31] The program according to any of claims 27 to 30,  
transmitting the identifier stored in said identifier  
storage means to a privacy protection identifier  
10      transmitter of a stranger along with transmission of an  
electronic mail while receiving an identifier transmitted  
from the privacy protection identifier transmitter of the  
stranger along with receiving of an electronic mail and  
making said identifier storage means store the same,  
15      wherein

20      said variable type identifier generation means  
generates an identifier adjusted to accord with said  
identifier transmitted from the stranger by reading the  
identifier transmitted from the privacy protection  
identifier of the stranger stored in said identifier  
storage means when receiving an identifier transmission  
request.

25      [32] The program according to any of claims 24 to 31,  
wherein

..            said transmission means is capable of simultaneously  
.. transmitting a plurality of identifiers of a number larger  
than a prescribed number of identifiers simultaneously  
transmitted from the privacy protection identifier  
5            transmitter of the stranger, and

              said variable type identifier generation means  
generates another identifier, excluding said prescribed  
number of identifiers, included in said plurality of  
identifiers as said identifier adjusted to accord with  
10          said identifier transmitted from the stranger.

[33] The program according to any of claims 24 to 32,  
further including a program making the computer function  
as:

15          identifier guard means bringing an proper identifier  
of a radio identifier transmitter affixed to an article  
purchased and thereby possessed by a personal user into an  
identifier guard state not readable by a stranger  
according to the intension of said personal user; and  
20          read means rendering the identifier of said radio  
identifier transmitter in the identifier guard state  
readable according to the intention of the personal user.

25          [34] The program according to claim 33, wherein  
said identifier guard means transmits proper

identification information for person in question  
authentication, lets said radio identifier transmitter  
authenticate the same and switches to an identifier  
transmission stop state transmitting no identifier unless  
5 the person in question is confirmable, and  
    said read means brings an identifier into a  
transmittable state after transmitting said proper  
identification information and making said radio  
identifier transmitter perform the person in question  
10 authentication.

[35] A monitoring system monitoring leakage of  
private information, including:

partner specifying mail address generation processing  
means, which is means generating an proper mail address to  
be used for a specific mail partner for exchanging  
electronic mails, performing processing for generating a  
partner specifying mail address allowing inference of  
information specifying said mail partner; and  
20 monitor means inferring, when the mail address of a  
sendee of an electronic mail transmitted from a sender is  
said partner specifying mail address generated by said  
partner specifying mail address generation processing  
means, information specifying said mail partner  
25 corresponding to said partner specifying mail address and

monitoring whether or not said inferred information specifying the mail partner and information of the sender of said electronic mail accord with each other.

5 [36] The monitoring system according to claim 35,  
wherein

said partner specifying mail address generation processing means performs processing for generating said partner specifying mail address by encrypting data  
10 including mail partner specifying information for specifying said mail partner, and

said monitor means monitors whether or not said mail partner specifying information and the information of the sender of said electronic mail accord with each other by  
15 decoding said partner specifying mail address and extracting said mail partner specifying information.

[37] The monitoring system according to claim 36,  
wherein

20 said partner specifying mail address generation processing means performs processing of generating said partner specifying mail address by encrypting data specifying the mail address of the person in question intending to exchange electronic mails with said mail  
25 partner and data specifying the mail address of said mail

partner, and

5        said monitor means performs processing of specifying  
the mail address of said mail partner by decoding said  
partner specifying mail address and monitoring whether or  
not said mail address and the mail address of the sender  
of said electronic mail accord with each other for storing  
said electronic mail in a mail box corresponding to said  
mail address of the person in question specified by  
decoding said partner specifying mail address when the  
10      mail addresses accord with each other as a result of  
monitoring.

[38] A monitoring system for monitoring and  
preventing a spam, including:

15      partner specifying mail address generation processing  
means, which is means generating an proper mail address to  
be used for a specific mail partner for exchanging  
electronic mails, performing processing for generating a  
partner specifying mail address allowing inference of  
20      information specifying said mail partner; and  
  
          monitor means inferring, when the mail address of a  
sendee of an electronic mail transmitted from a sender is  
said partner specifying mail address generated by said  
partner specifying mail address generation processing  
25      means, information specifying said mail partner

corresponding to said partner specifying mail address and monitoring whether or not said inferred information specifying the mail partner and information of the sender of said electronic mail accord with each other.

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[39] The monitoring system according to claim 38,  
wherein

10       said partner specifying mail address generation processing means performs processing for generating said partner specifying mail address by encrypting data including mail partner specifying information for specifying said mail partner, and

15       said monitor means monitors whether or not said mail partner specifying information and the information of the sender of said electronic mail accord with each other by decoding said partner specifying mail address and extracting said mail partner specifying information.

20       [40] The monitoring system according to claim 39,  
wherein

25       said partner specifying mail address generation processing means performs processing of generating said partner specifying mail address by encrypting data specifying the mail address of the person in question intending to exchange electronic mails with said mail

partner and data specifying the mail address of said mail partner, and

said monitor means performs processing of specifying the mail address of said mail partner by decoding said  
5 partner specifying mail address and monitoring whether or not said mail address and the mail address of the sender of said electronic mail accord with each other for storing said electronic mail in a mail box corresponding to said mail address of the person in question specified by  
10 decoding said partner specifying mail address when the mail addresses accord with each other as a result of monitoring.

[41] The monitoring system according to any of claims  
15 38 to 40, further including prevention means preventing transmission of said electronic mail when said inferred mail partner specifying information and the information of the sender of said electronic mail do not accord with each other as a result of monitoring by said monitor means.

20

[42] A privacy protection method for monitoring an invasion of privacy performed by reading an proper identifier related to a personal user and on the basis of said proper identifier, including:

25 an identifier guard step of bringing an proper

identifier of a radio identifier transmitter affixed to an article purchased and thereby possessed by the personal user into an identifier guard state not readable by a stranger according to the intension of said personal user;

5           a mail address notification processing step of performing, when said personal user notifies his/her mail address to a prescribed trader as a customer or a user, processing of generating a notification mail address, which is a new notification mail address for said trader, 10 allowing inference of information specifying said trader and notifying the same to said trader;

15           a notified trader identifier generation step of generating a notified trader identifier corresponding to the notified trader to which said notification mail address is notified through said mail address notification processing step;

20           a transmission step of transmitting said notified trader identifier, identical every time, generated through said notified trader identifier generation step when transmitting an identifier to said notified trader in response to an identifier transmission request while transmitting said notified trader identifier when receiving an operation of the personal user for transmitting said notified trader identifier also in a 25 case of transmitting an identifier to a person other than

said notified trader;

        an electronic mail transmission step for transmitting  
        an electronic mail transmitted from a sender to a sendee  
        according to a specified mail address; and

5           a monitoring step of inferring information specifying  
          said notified trader corresponding to said notification  
          mail address when the mail address of the sendee of the  
          electronic mail transmitted through said electronic mail  
          transmission step is said notification mail address  
  
10          notified through said mail address notification processing  
          step for monitoring whether or not said inferred  
          information specifying the notified trader and the  
          information of the sender of said electronic mail accord  
          with each other.

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        [43] A privacy protection system for monitoring an  
        invasion of privacy performed by reading an proper  
        identifier related to a personal user and on the basis of  
        said proper identifier, including:

20          mail address notification processing means performing,  
          when said personal user notifies his/her mail address to a  
          prescribed trader as a customer or a user, processing of  
          generating a notification mail address, which is a new  
          notification mail address for said trader, allowing  
  
25          inference of information specifying said trader and

notifying the same to said trader;

notified trader identifier generation means generating a notified trader identifier corresponding to the notified trader to which said notification mail address is notified through said mail address notification processing means;

transmission means transmitting said notified trader identifier, identical every time, generated by said notified trader identifier generation means when transmitting an identifier to said notified trader in response to an identifier transmission request while transmitting said notified trader identifier when receiving an operation of the personal user for transmitting said notified trader identifier also in a case of transmitting an identifier to a person other than said notified trader; and

monitor means inferring information specifying said notified trader corresponding to said notification mail address when the mail address of a sendee of an electronic mail transmitted from a sender is said notification mail address notified through said mail address notification processing means for monitoring whether or not said inferred information specifying the notified trader and the information of the sender of said electronic mail accord with each other.

[44] The privacy protection system according to claim  
43, wherein

5       said mail address notification processing means  
includes encryption generation means generating said  
notification mail address by encrypting data including  
notified trader specifying information for specifying a  
notified trader to which the mail address is notified, and  
said monitor means includes:

10      decoding means decoding the notification mail address  
of the electronic mail transmitted from the sender, and  
determination means determining whether or not said  
notified trader specifying information included in data  
decoded by said decoding means and information of the  
15      sender of said electronic mail accord with each other.

[45] The privacy protection system according to claim  
43 or 44, wherein

20      said notified trader is a store selling articles,  
said mail address notification processing means  
performs processing of generating a notification mail  
address corresponding to said store in user registration  
following issuance of a point card in said store and  
notifying the same, and

25      said transmission means transmits said notified

trader identifier corresponding to said store at a time of  
performing automatic settlement according to a price of an  
article inferred through an proper identifier transmitted  
from a radio identifier transmitter affixed to said  
5 article purchased in said store when receiving an  
identifier transmission request for reading said proper  
identifier of said radio identifier transmitter.

[46] A device for transmitting an identifier for  
10 privacy protection for preventing an invasion of privacy  
performed by reading an proper identifier related to a  
personal user and on the basis of said proper identifier,  
including:

notified trader identifier generation means  
15 generating a notified trader identifier corresponding to a  
notified trader, for which prescribed trader said personal  
user generates a new notification mail address as a  
customer or a user for notifying the same to said trader;  
and

transmission means transmitting said notified trader  
identifier, identical every time, generated by said  
notified trader identifier generation means when  
transmitting an identifier to said notified trader in  
response to an identifier transmission request while  
25 transmitting said notified trader identifier when

receiving an operation of the personal user for  
transmitting said notified trader identifier also in a  
case of transmitting an identifier to a person other than  
said notified trader.

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